

# Welcome to **BRISTOL**



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Unveiling the city's food  
tourism potential

WELCOME TO


**BRISTOL**



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A gorilla is shown in the foreground, sitting and eating. The background is a blurred brick building with a window. A blue thought bubble is positioned above the gorilla's head, containing the text 'Why make Bristol a food destination?'.

Why make  
Bristol a food  
destination?



Visitor satisfaction scores by segment		JULY	AUG	SEPT	WEEKDAY	WEEKEND	LEISURE	VFR	OTHER	SW	OTHER UK	OVERSEAS
9	Range of places to eat & drink	4.75	4.69	4.72	4.74	4.67	4.66	4.71	4.65	4.73	4.67	4.59
10	Quality of service of places to eat & drink	4.42	4.38	4.39	4.37	4.44	4.39	4.42	4.42	4.38	4.45	4.34
11	Value for money of places to eat & drink	4.09	4.08	4.12	4.10	4.09	4.09	4.09	4.16	4.12	4.20	3.83

- *Some places seem to exist on culinary ley lines, blessed with improbable numbers of restaurants, food producers, food media. Bristol is such a place: you can't fling an organic parsnip without hitting a broadsheet food or drinks writer or turn a steep corner of the city without stumbling into another fine little independent restaurant.*

*Marina O'Loughlin, Guardian*

- *'Bristol really has become one of the most interesting restaurant cities in England,'*

*Jay Rayner, Observer*





↑ Gardens/Nature Trail  
↑ Reed Pond/Picnic Area  
Herb Garden →

Community Gardens,  
Allotments,  
picnic Area  
Please keep to paths

The plan was...to  
create a plan!





- Are we as good as we think we are?
- Can we compete internationally?
- Can we change national preconceptions regards rural being the home of food?



Below are the top PsychoCulinary profiles by country, listed in rank order. While PsychoCulinary profiling does vary by country, the most popular profiles (Authentic, Eclectic, Localist) still dominate in most markets. Cultural/culinary preferences are clearly seen with Vegetarian the #1 choice among Indians, and Adventurer in the top 5 choices for France. It is also interesting to note that Authentic is the #1 choice among the Mediterranean countries, while Eclectic is the #1 choice among English-speaking countries (excluding India). India and China are also the only countries where the Organic profile scored in the Top 5. Social and Budget also scored well. Gourmet appeared in the top 5 choices of only two countries (China and Mexico).

We do not have current PsychoCulinary data from other markets, yet just over 46% of the world's population is represented below (albeit a subset of confirmed food lovers from these countries, not the entire population).

Australia	China	France	Germany	India	Ireland
<p><b>Eclectic</b>  <b>Authentic</b>  <b>Localist</b>                      Budget                      Social</p>	<p><b>Eclectic</b>  <b>Authentic</b>                      Organic                      Ambiance                      Gourmet</p>	<p><b>Authentic</b>  <b>Localist</b>  <b>Eclectic</b>                      Innovative                      Adventurer</p>	<p><b>Authentic</b>                      Social  <b>Localist</b>  <b>Eclectic</b>                      Budget</p>	<p>Vegetarian  <b>Eclectic</b> (tie-2-3)                      Organic (tie-2-3)  <b>Authentic</b> (tie-4-5)                      Innovative (tie-4-5)</p>	<p><b>Eclectic</b>  <b>Localist</b>  <b>Authentic</b>                      Social                      Budget</p>
Italy	Mexico	Spain	UK	USA	
<p><b>Authentic</b>                      Innovative  <b>Eclectic</b>                      Social  <b>Localist</b></p>	<p><b>Authentic</b>  <b>Eclectic</b>  <b>Localist</b>                      Social                      Gourmet</p>	<p><b>Authentic</b>  <b>Localist</b>  <b>Eclectic</b>                      Social                      Innovative</p>	<p><b>Eclectic</b> (tie)  <b>Localist</b> (tie)  <b>Authentic</b>                      Social                      Budget</p>	<p><b>Eclectic</b>  <b>Authentic</b>  <b>Localist</b>                      Social                      Budget</p>	

### TAKEAWAYS

Bristol may want to “cast the net wide” and appeal to the top PsychoCulinary profiles in its marketing: **Authentic, Eclectic, Localist, Social**, Innovative. The three profiles in bold maroon align with Bristol's top 3 profiles, making alignment in promotions more easy.

Profiles can also be tailored to specific markets. For example, promotions to Germans should focus on authenticity and the social aspect of Bristol's food and drink scene. Americans will want to hear about the variety of your F&B offering, with a strong emphasis on authenticity and localism, and so on.

**Bristol in 2023. That's just five years from now.  
What does your future hold? Allow us to share what we see.**

**We see a city that has become the darling of the food and beverage world.**

**We see a city and region that food-loving travellers cannot wait to experience.**

**We see a city that is leading with forward-thinking food tourism initiatives that tempt visitors and make residents proud.**

**We *hear* Bristol's name in the same sentence as some of the world's other culinary gems, including San Sebastian, Tuscany, Singapore and Portland.**

**We see a city that is exporting world-class food and beverage products, further adding to the strength of its brand and the area's cachet.**

**We see a city that chose to do things a little differently, drawing on its fierce roots of independence.**

**We see Bristol as a highly-regarded role model of what to do right in food and beverage food tourism development and promotion.**

**Let's get Bristol ready to take its rightful place on the must-visit lists of food lovers.**







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*'Let none serve you  
act and deed, by his own volition  
Away with all whips, all chains,  
all compulsion!...  
Do with everyone else as you wish  
he should do to you'*  
John Wesley ~ 1774

- 1772-74 - successful
  - 1775-76 - accuses the Am  
freedom for the
  - 1776 - says the war betwe  
punishment for th  
Thoughts on Slav
  - 1776-83 - organises cam  
America to ce
  - 1787 - joins the newly cr  
Trade and repu
  - 1788 - holds an anti-sla  
preaches against  
antislavery Soci
  - 1789 - subscribes to pu  
first-hand accou  
by Olaudah Eq
  - 1791 - encourages Wil  
not just against  
against slavery
- 'Go on, in  
might, till  
saw sun)*

After Wesley's death the  
escaped slave called Bob  
Kingswood School in 17

Wesley speaking to the  
watching an attack on



- **Raise the profile of the destination**

- Engaging with professional food tourism events
- Consumer press
- Influencers

- **Connect to the travel trade, developing bookings**

- **Improve local connections and connectivity – making tourism part of the story**

- **Help shape ideas**

- **Improve our own content – tell the story**



VIAJES URBANOS 18-12-2018

# Londres puede esperar: es el turno de Brístol

Di "hola" a uno de los destinos más efervescentes de Europa

VIAJES URBANOS 12-03-2018

# Por qué Brístol es la ciudad que debes visitar en Inglaterra y no Londres

Los barrios de Brístol compiten en actitud con los de la capital inglesa, y ganan

Feb 08 2019



## Food Friday: MasterChef 2018 contestant Zaleha Olpin

This week's #FoodFriday comes from Zaleha Olpin - a contestant on MasterChef UK 2018 and owner of the successful Malaysian KitchenUK Supper Club

[Read more](#)

Jan 31 2019



## Eat out in the world's vegan capital: vegan restaurants in Bristol

The best vegan restaurants in Bristol to enjoy a plant-based meal in the city.

[Read more](#)

Jan 30 2019



## Bristol's Brewery Tap Rooms

Bristol is a beer lover's paradise, with over 20 breweries in the city and surrounding countryside, and you'll be pleased to hear that many of them have tap rooms that you can visit!

[Read more](#)

Jan 25 2019

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Jan 21 2019

Jan 18 2019

- **It's about the local, seasonal produce, the restaurants, the markets, the pop ups, the festivals, the breweries, the vineyards, the distilleries, the cider experts, the 275 year old wine cellars, the places to stay, the walking tours, the tours on bikes and the tours on boats, the stories and the people behind the stories.**



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Cheers and thank you